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**CONCEPTUAL MODEL OF PERSUASIVE MULTIMEDIA  
CONTENT (PMC) FOR SOCIAL MEDIA ADVERTISING OF  
ISLAND HOMESTAYS**



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UNIVERSITI UTARA MALAYSIA  
2019**



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## Abstrak

Kajian ini merangkumi pembangunan dan pengaplikasian sebuah model konsep untuk pengiklanan media sosial dalam *homestay* pulau. Penemuan melalui pemerhatian dan dua kajian awal mendapati bahawa penggunaan periklanan tanpa model, pendekatan atau strategi yang sesuai mungkin menjurus industri *homestay* kepada kegagalan dari segi menarik pelanggan yang berpotensi. Ini kerana kebergantungan kepada pengiklanan tradisional semata-mata tidak lagi mencukupi. Majoriti pengusaha *homestay* kurang strategi pengiklanan dan promosi. Oleh itu, mereka ingin kepada strategi alternatif bagi pengiklanan yang boleh membantu mereka untuk memperbaiki prestasi pendapatan mereka. Mereka percaya bahawa pengiklanan melalui media sosial adalah satu cara yang berguna untuk mentransformasikan perniagaan dengan melibatkan pelanggan. Maka, kajian ini mencadangkan satu model konsep yang menerapkan kandungan multimedia pemujukan (PMC) ke dalam kandungan iklan. Tujuan utama kajian ini ialah pembangunan sebuah model konsep PMC untuk pengiklanan media sosial dalam *homestay* pulau. Ini disokong oleh empat sub-objektif: (i) pengenalpastian komponen-komponen dan elemen-elemen yang sesuai bagi model konsep, (ii) pembangunan satu model konsep PMC, (iii) pengesahan model konsep yang dicadangkan melalui ulasan pakar dan prototaip, dan (iv) pengukuran keberkesanan bagi prototaip. Komponen-komponen dan elemen-elemen PMC yang telah dikenal pasti dimasukkan ke dalam sebuah gambar rajah untuk membentuk sebuah model konsep. Kemudian, model konsep telah melalui dua proses pengesahan oleh tujuh orang pakar penilai. Bagi penghasilan kandungan iklan, model konsep telah diaplikasikan ke dalam kandungan iklan *homestay* pulau untuk menghasilkan iklan yang memujuk. Prototaip iklan *homestay* pulau dimuat naik ke laman Facebook *island homestay*. Soal selidik kertas dan atas talian diedarkan untuk mengukur keberkesanan iklan berkenaan. Teknik yang digunakan ialah *copy-testing* di mana 169 pengguna Facebook melihat iklan-iklan *homestay* pulau dan memberi respon melalui soal selidik. Keputusan analisis menunjukkan bahawa pengaplikasian PMC adalah signifikan dalam mempengaruhi sikap pengguna-pengguna media sosial. Dimensi bagi kesan kandungan iklan dan multimedia pemujukan yang dihubungkan dengan empat dimensi lain iaitu (i) sikap terhadap jenama yang diiklankan, (ii) kesedaran bagi niat pemujukan, (iii) sikap terhadap iklan, dan (iv) niat pembelian, secara signifikkannya berkesan dalam mempengaruhi sikap mereka terhadap *homestay* pulau. Ini kerana iklan *homestay* telah menarik perhatian responden dan memujuk mereka. Mereka mempunyai kecenderungan yang positif untuk merasai pengalaman cara hidup *homestay* pulau.

**Kata kunci:** Kandungan multimedia pemujukan, Pengiklanan pemujukan, Media sosial, *Homestay* pulau, Keberkesanan pengiklanan

## Abstract

This study encompasses the development and application of a conceptual model for social media advertising of island homestays. Findings through observation and two preliminary studies found that the use of advertising without suitable models, approaches, or strategies could lead the homestay industry into failure in terms of attracting potential customers. It is because relying on traditional advertising alone is no longer adequate. The majority of homestay operators were lack of advertising and promotion strategies. Thus, they wished to endeavor alternative strategy of advertising that can help them to improve their income performance. They believed that advertising through social media is a useful way to transform business by engaging with customers. Hence, this study proposes a conceptual model that embedded persuasive multimedia content (PMC) into advertisement. The main aim of this study is development of a conceptual model of PMC for social media advertising of island homestays. This is supported by four sub-objectives: (i) identification of the suitable components and elements for the conceptual model, (ii) development of the conceptual model of PMC, (iii) validation of the proposed conceptual model through expert review and prototyping, and (iv) measurement of the effectiveness of the prototype. The identified components and elements of the PMC were inserted into a diagram to form a conceptual model. Then, the conceptual model went through two validation processes by seven expert reviewers. For advertisement content creation, the conceptual model was applied into the advertisement content of island homestays to produce persuasive advertisement. The prototype of island homestay advertisement was uploaded on the island homestay's Facebook page. Paper-based and online questionnaires were distributed to measure the effectiveness of the advertisement. The technique used was copy-testing where 169 Facebook users viewed the island homestay advertisements and gave their response through the questionnaires. The results of the analysis showed that the application of the PMC were significant in influencing social media users' attitude. Dimension of advertisement content effect and persuasive multimedia that was correlated with other four dimensions are (i) attitude toward advertised brand, (ii) awareness of persuasive intent, (iii) attitude toward advertisement, and (iv) purchase intention, significantly effective in influencing their attitude toward island homestays. This is because homestay advertisements have attracted respondents' attention and persuaded them. They had positive tendency to experience the lifestyle in island homestays.

**Keywords:** Persuasive multimedia content, Persuasive advertising, Social media, Island homestay, Advertising effectiveness

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## **Declaration**

I declare that this thesis is my own work and has not previously been submitted in any form for another degree or diploma at any other university or other institute of tertiary education. Information derived from the published and unpublished works of others have been acknowledged in the text and a list of references is given.

Muhammad Abdul Malik bin Saedon

2019





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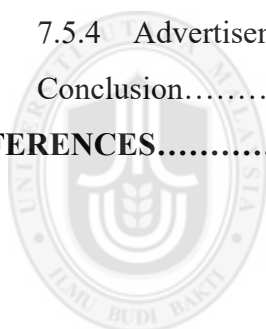
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## **List of Abbreviations**

AIDA	Aware. Interest. Desire. Action (model)
AD	Advertisement
ADS	Advertisements
DAGMAR	Defining Advertising Goals for Measured Advertising Results
ELM	Elaboration Likelihood Model
FABU	Features, Advantages, Benefits, and U-Appeal
MOTAC	Ministry of Tourism and Culture (Malaysia)
PCDL	Positioning, Communicating, Delivering, Leveraging (model)
PMC	Persuasive Multimedia Content
R&D	Research and Development
SNS	Social Networking Sites
SPSS	Statistical Package for the Social Sciences
TDCA	Tourism Destination Competitiveness and Attractiveness (model)
UGC	User Generated Content
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
Y.A.B	Yang Amat Berhormat



## List of Publications

The following are publications related to this study that have been published in journals and conference proceedings:

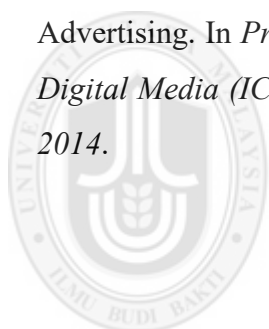
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1. Muhammad Abdul Malik, S., Sobihatun Nur, A. S., & Nassiriah, S. (2018). Effectiveness of Island Homestay Advertisements. *Indian Journals of Arts*, 8, 79-84.
2. Muhammad Abdul Malik, S., Sobihatun Nur, A. S., & Nassiriah, S. (2016). Embedding Persuasive Multimedia Content (PMC) into Social Media Advertising (SMA) in Persuading Social Media Users. *International Journal of Interactive Digital Media*, 4(1), 24-27.
3. Muhammad Abdul Malik, S., Sobihatun Nur, A. S., & Nassiriah, S. (2016). Malaysia Homestay Industry on Perspectives of Roles, Issues, Challenges and Advertising Use: A Preliminary Study in Kedah Homestay. *Indian Journal of Arts*, 6(17), 34-47.
4. Muhammad Abdul Malik, S., Sobihatun Nur, A. S., & Nassiriah, S. (2014). A Review of Persuasive Multimedia Content (PMC) for Social Media Advertising. *International Journal of Interactive Digital Media*, 2(2), 40-45.

### CONFERENCE PROCEEDINGS

1. Muhammad Abdul Malik, S., Sobihatun Nur, A. S., & Nassiriah, S. (2018). Effectiveness of Island Homestay Advertisements. In *Proceedings of International Conference on Human & Multimedia Creativity 2017 (ICON-HMC 2017)*, Sintok, Malaysia, 4-5 October 2017.

2. Muhammad Abdul Malik, S., Sobihatun Nur, A. S., & Nassiriah, S. (2015). Malaysia Homestay Industry on Perspectives of Roles, Issues, Challenges and Advertising Use: A Preliminary Study in Kedah Homestay. In *Proceedings of the 1<sup>st</sup> Creative Industry International Conference (CIIC '15)*, Sintok, Malaysia, 4-5 October 2015.
3. Muhammad Abdul Malik, S. Sobihatun Nur, A. S., & Nassiriah, S. (2015). Embedding Persuasive Multimedia Content (PMC) into Social Media Advertising (SMA) in Persuading Social Media Users. In *Proceedings of the 1<sup>st</sup> Creative Industry International Conference (CIIC '15)*, Sintok, Malaysia, 4-5 October 2015.
4. Muhammad Abdul Malik, S., Sobihatun Nur, A. S., & Nassiriah, S. (2014). A Review of Persuasive Multimedia Content (PMC) for Social Media Advertising. In *Proceedings of the 3<sup>rd</sup> International Conference on Interactive Digital Media (ICIDM 2014)*, Sutera Harbour, Kota Kinabalu, 2-4 December 2014.



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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Introduction**

This chapter describes the background of the study, research motivation, preliminary study, problem statement, research questions, research scopes, significance of the study, and definition of the terms that are used throughout the study. Finally, a research theoretical framework is presented as a directional phase to complete the study.

### **1.2 Background**

In a competitive and globalized marketplace, businesses are turning to use current technologies to give them the competitive edge within their operating environments. With the evolution of multimedia technology, businesses are creating advertisements that are enriched with a variety of multimedia enhancement purposes to deliver the message of their products or services to consumers. For this reason, the advertisement content of the products or services should not be simply created, but more than that it must be enriched with persuasive approaches. This is due to the use of persuasive approaches in advertising that can help businesses to develop strong messages to consumers and then is likely to persuade them in purchase decision. It is reinforced by Kenechukwu, Asemah, and Edegoh (2013) where persuasion in advertising is an attempt to change consumers' attitude in taking a desired action to buy products or services. Thus, persuasive approaches that are applied into multimedia contents can be used to attract consumers' attention to stay with the advertisements for a long time in their mind.

The contents of  
the thesis is for  
internal user  
only

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## Appendix A

### Appendix A: Permission Letter of Data Collection for Project Thesis



Awang Had Salleh Graduate School of Arts and Sciences  
UUM College of Arts and Sciences  
Universiti Utara Malaysia  
06010 UUM Sintok  
Kedah Darul Aman, Malaysia  
Tel: (604) 928 5865/5954  
Fax: (604) 928 4997  
<http://ahsgs.uum.edu.my>

"KEDAH SEJAHTERA"

UUM/CAS/AHSGS/A-3/26  
22 January 2013

TO WHOM IT MAY CONCERN

Dear Sir/Madam

#### DATA COLLECTION FOR PROJECT PAPER/ THESIS

This is to certify that **Mr. Muhammad Abdul Malik b. Saedon (matric number: 94045)** is a full-time graduate student in Doctor of Philosophy (Multimedia) at UUM College of Arts and Sciences.

He needs to do his field study and data collection for his project paper/thesis in order to fulfill the partial requirements of his graduate studies.

We sincerely hope that your organization will be able to assist him in the data collection and the distribution of the questionnaires for his research.

Thank you.

"ILMU BUDI BAKTI"

Yours sincerely

ABD. RAHMAN MOHD. ISA  
Assistant Registrar  
for Dean

Awang Had Salleh Graduate School of Arts and Sciences  
UUM College of Arts and Sciences  
Universiti Utara Malaysia

c.c UUM/CAS/AHSGS/94045



The Eminent Management University

## Appendix B

### Appendix B: List of Interview Question with the Authorized Officer of MOTAC



#### **TINJAUAN AWAL: PENGUMPULAN DATA HOMESTAY DARI KEMENTERIAN PELANCONGAN NEGERI KEDAH DAN JABATAN YANG BERKAITAN**

Soal selidik ini terdapat 16 soalan yang akan diajukan kepada pegawai yang berkenaan untuk dijadikan sumber utama (primary data). Sesi ini menggunakan kaedah rakaman untuk merekodkan segala maklumat dengan lebih terperinci.

- 1) Apakah peranan Kementerian Pelancongan Malaysia (Tourism) terhadap pelancongan di Malaysia?
- 2) Kenapa Tourism menjadikan industri homestay sebagai salah satu bentuk produk pelancongan?
- 3) Berapakah bilangan homestay yang berdaftar dengan Tourism/Jabatan yang terdapat di seluruh Negara (negeri, daerah dan kampung)?
- 4) Adakah terdapat kategori tertentu untuk homestay selain kategori yang berdaftar, tidak berdaftar. Jika ada, apakah kategori tersebut?
- 5) Bagaimanakah cara atau prosedur untuk mendaftar homestay?
- 6) Apakah konsep homestay yang diiktiraf oleh Tourism/Jabatan?
- 7) Apakah kriteria/ciri-ciri penting yang harus ada bagi sesebuah homestay?
- 8) Bagaimana Tourism/Jabatan memantau homestay yang berdaftar?
- 9) Apakah peranan Tourism/Jabatan ke atas homestay yang berdaftar? Adakah hanya cukup sekadar mendaftar atau ada menjalankan program/promosi/kursus dan sebagainya?
- 10) Apakah masalah/cabaran/ dulu hingga sekarang atau akan datang dalam industri homestay?
- 11) Bagaimana trend pertumbuhan homestay? Adakah semakin bertambah, berkurang atau tiada perubahan?
- 12) Adakah homestay terdapat di pulau-pulau di seluruh Malaysia? Apakah pulau yang dimaksudkan?
- 13) Dari maklum balas yang diterima oleh Tourism/Jabatan, adakah wujud persaingan antara homestay yang berdaftar dengan Tourism dengan homestay yang tidak berdaftar? Bagaimanakah reaksi mereka?
- 14) Dari maklum balas yang diterima oleh Tourism/Jabatan, adakah wujud persaingan antara homestay dengan penginapan yang lain seperti chalet, motel, rumah tetamu?
- 15) Dari maklum balas yang diterima oleh Tourism/Jabatan, adakah pemilik homestay menjalankan aktiviti pengiklanan sendiri untuk homestay mereka?
- 16) Dari maklum balas yang diterima oleh Tourism/Jabatan, adakah mereka menggunakan laman media sosial seperti Facebook, Twitter, blog untuk mengiklankan homestay mereka?

**Terima Kasih**

## Appendix C

### Appendix C: Sample of Invitation Email to Expert

Request for Expert Reviewer

↑ ↓ ×



Muhammad Abdul Malik bin Saedon 21/6/2015  
To: szannierah@salam.uitm.edu.my, fadhil.wong@faskik.upsi.edu.my ✉

Dear..

I am Muhammad Abdul Malik bin Saedon and currently pursuing PhD in Multimedia at Universiti Utara Malaysia. For your information, I am interested with your area of expertise and interest where my research domains are also related with your area.

With the expertise you possess, I want to appoint you to be my expert to review my proposed model "**CONCEPTUAL MODEL OF PERSUASIVE MULTIMEDIA CONTENT (PMC) FOR SOCIAL MEDIA ADVERTISING IN ISLAND HOMESTAY**". It is a conceptual model that designed for advertising which caters multimedia effects, captivation and persuasiveness aspects.

If you agree, I will send to you an appointment letter and a consent form (officially from UUM), followed by the proposed model together with the instrument (questionnaire). With the expertise that you have, it's just takes 15-30 minutes for you to review.

For your information, I got your information from Dr. Sabrina Mohd Rashid and she recommended you as expert reviewer. Hope to hear positively from you soon and thanking you in advances for your time and assistance.

Kind regards,

Muhammad Abdul Malik bin Saedon



**UUM**  
Universiti Utara Malaysia

## Appendix D

### Appendix D: Sample of Response Email from the Expert



## Appendix E

### Appendix E: Sample of Official Appointment Letter for Expert



PUSAT PENGAJIAN TEKNOLOGI MULTIMEDIA  
DAN KOMUNIKASI  
SCHOOL OF MULTIMEDIA TECHNOLOGY  
AND COMMUNICATION  
Universiti Utara Malaysia  
06010 UUM SINTOK  
KEDAH DARULAMAN



Tel: 04-928 5801  
Fax: (Fax) 04-928 5804  
E-mail: YMB (YMB) : [ymb@uwm.com.my](mailto:ymb@uwm.com.my)

---

**KEDAH AMAN MAKMUR , BERSAMA MEMACU TRANSFORMASI**

UUM/CAS(SMMTC)/A-4  
23 Jun 2015

Hon. Dr. Sharifah Zanariah binti Syed Marzuki  
Malaysia Academy of SME & Entrepreneurship Development (MASMED)  
Blok 13, INTEKMA Resort & Convention Centre  
Seksyen 7 Universiti Teknologi MARA  
40000 Shah Alam  
Selangor Darul Ehsan

Dear Dr. Sharifah

**APPOINTMENT AS EXPERT REVIEWER FOR CONCEPTUAL MODEL OF PERSUASIVE MULTIMEDIA CONTENT (PMC) FOR SOCIAL MEDIA ADVERTISING IN ISLAND HOMESTAY**

Thank you for agreeing to be an expert reviewer in a Ph.D study of the following researcher:

Researcher Name	: Muhammad Abdul Malik bin Saedon
Matric No.	: 94046
School	: School of Multimedia Technology and Communication, Universiti Utara Malaysia
Research Title	: Conceptual Model of Persuasive Multimedia Content (PMC) for Social Media Advertising in Island Homestay
Supervisors	: Dr. Sabihatul Nur binti Abdul Salam Dr. Nassirah binti Shaari

For your information the researcher will use the model for his research and he needs your expertise to review the proposed model in a few dimensions as stated in the review form.

Your cooperation, time, and assistance are greatly appreciated.

Thank you.

Sincerely yours



**DR. ROSLINDA BIN MOHAMMED**  
Dean  
School of Multimedia Technology and Communication  
College of Arts and Sciences  
Universiti Utara Malaysia

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Universiti Pengurusan Telekomunikasi  
The Eminent Management University








## Appendix F

### Appendix F: Sample of Stamped and Signed Consent Form

Document No. <b>01</b>	<b>Consent Form of Expert Reviewer for Conceptual Model of Persuasive Multimedia Content (PMC) for Social Media Advertising in Island Homestay</b> School of Multimedia Technology and Communication College of Arts and Science Universiti Utara Malaysia (UUM)
---------------------------	---

1. I have accepted the official appointment letter from UUM. With the expertise and the existing knowledge that I have, I volunteer to be an expert reviewer for "*Conceptual Model of Persuasive Multimedia Content (PMC) for Social Media Advertising in Island Homestay*" proposed by Muhammad Abdul Malik Saedon under the supervision of Dr. Sobihatun Nur Abdul Salam and Dr. Nassiriah Shaari of Universiti Utara Malaysia (UUM).
2. I understand that the expert review process is designed to gather information and comments in improving the proposed model.
3. I understand that no part of the proposed model may be reproduced, stored in any system, or transmitted in any form or by any means, electronic, mechanical photocopying, recording, or otherwise, without prior permission from the researcher.
4. I understand that the researcher will not identify me by name in any report using information obtained from the questionnaire, and that my confidentially as an expert reviewer in this study will remain secure. Subsequent uses of records and data will be subject to standard data use policies which protect the anonymity of individuals and institutions.
5. I understand that this study has been reviewed and approved by the School of Multimedia Technology and Communication, College of Arts and Science, UUM.
6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.
7. I am given a copy of this consent form.

  
Signature

24/6/15  
Date

DR. SHARIFAH ZANNIERAH SYED MARZUKI  
Head of Department Entrepreneurship Education  
Malaysian Academy of SME & Entrepreneurship Development (MASEED)  
Block 13, INTERMIA Resort & Convention Centre  
Sekijem T, UTM, 43000 Shah Alam, Selangor

\_\_\_\_\_  
Name and Official Stamp

\_\_\_\_\_  
Signature of the Researcher

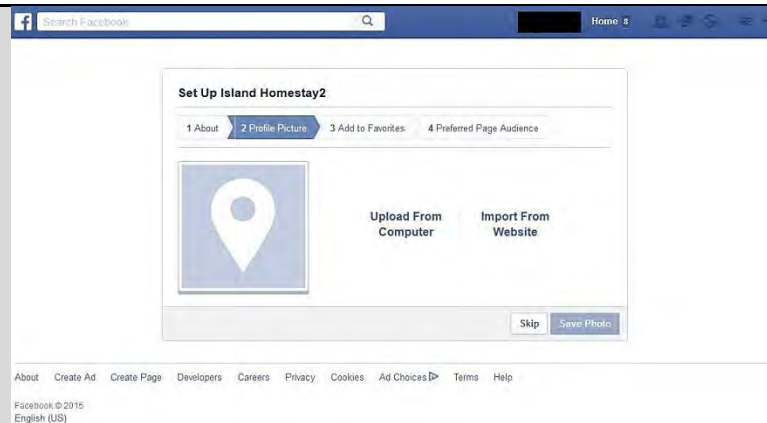
For further information please contact:  
[maliksaedon@hotmail.com](mailto:maliksaedon@hotmail.com) / [sobihatun@uum.edu.my](mailto:sobihatun@uum.edu.my) / [nasiriah@uum.edu.my](mailto:nasiriah@uum.edu.my)

## Appendix G

### Appendix G: Steps in Creating Island Homestay Facebook Page

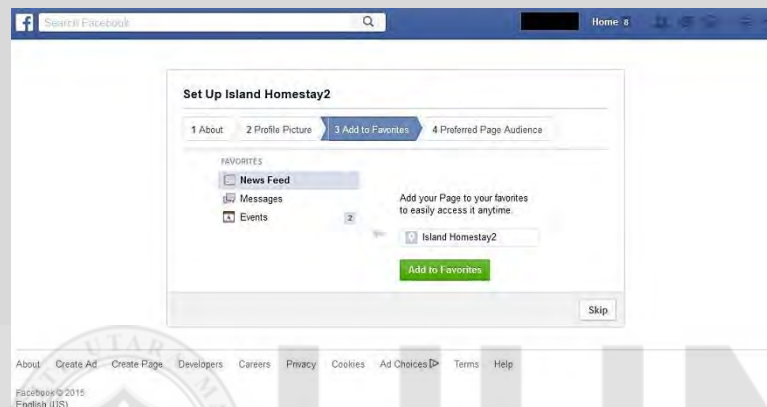
No.	Print Screen Photo	Description
1.		Selecting for type of business from „Local Business or Place“ menu.
2.		Type down business background and other business information.

3.



Uploading an official profile picture or business logo.

4.



Selecting for Island homestay page as „Favorite“ in order to easily access at any time.

5.



„Preferred Page Audience“ is to tell people which aim to make them can find the business page.



## Appendix H

### Appendix H: Notification Sheet for Raw Materials Collection



UNIVERSITI UTARA MALAYSIA

#### PENGUMPULAN GAMBAR DAN VIDEO

##### **Tujuan:**

Slot ini merupakan satu bentuk kerjasama daripada anda yang menginap di homestay untuk bersama-sama mengambil bahagian bagi tujuan pengumpulan gambar dan video. Gambar dan video yang akan diambil dan dirakam itu merupakan suasana dan cara hidup di homestay. Seterusnya semua gambar dan video yang telah diambil dan dirakam dihantar kepada penyelidik.

Lampiran seterusnya akan memaparkan beberapa kriteria sebagai panduan ketika anda mahu mengambil gambar dan video. Gambar dan video yang diambil akan digunakan bagi tujuan penambahbaikan pengiklanan homestay yang terdapat di Langkawi. Semoga dengan kerjasama anda ini dapat terus memajukan industri homestay Malaysia pada masa hadapan.

##### **Pertanyaan atau Kemusykilan:**




Tugas ini merupakan sebahagian daripada fasa penyelidikan Ijazah Kedoktoran bagi tujuan pengumpulan data. Jika terdapat sebarang pertanyaan atau kemusykilan, anda boleh menghubungi saya.

Nama Penyelidik : Muhammad Abdul Malik bin Saedon  
No. Telefon : 017-4249093  
Emel : maliksaedon@hotmail.com  
Jabatan : Pusat Pengajian Teknologi Multimedia dan  
Komunikasi, Universiti Utara Malaysia, 06010 UUM  
Sintok, Kedah

Kriteria untuk Gambar	Kriteria untuk Video
<ul style="list-style-type: none"> <li>• Gambar yang menarik</li> <li>• Gambar yang ada aktiviti manusia dan objek</li> <li>• Gambar yang jelas (tidak kabur)</li> <li>• Gambar yang kelakar</li> <li>• Gambar yang ada kelainan</li> <li>• dan lain-lain</li> </ul>	<ul style="list-style-type: none"> <li>• Video yang ada elemen kelakar</li> <li>• Video yang menghairankan</li> <li>• Video yang ada elemen kejutan</li> <li>• Video yang memberi inspirasi</li> <li>• Video yang berinformasi</li> <li>• Video yang ada kelainan</li> <li>• dan lain-lain</li> </ul>

Gambar 1.0. Kriteria Gambar dan Video yang akan dititikberatkan.

Gambar-gambar dan video-video anda perlu dihantar ke mana-mana saluran di bawah:

	maliksaedon@hotmail.com,
	<a href="https://www.facebook.com/maleeq.saedon/wasim?fref=ts">https://www.facebook.com/maleeq.saedon/wasim?fref=ts</a> (Malik Saedon),
	019-4649093

~Terima Kasih~



**UUM**  
Universiti Utara Malaysia

## Appendix I

### Appendix I: Questionnaire Form (Hardcopy)

  
**UNIVERSITI UTARA MALAYSIA**

**SOAL SELIDIK UNTUK PENGGUNA MEDIA SOSIAL**  
**SURVEY FOR SOCIAL MEDIA USER**

**Kandungan Multimedia Pemujukan untuk Pengiklanan Media Sosial**  
**bagi Homestay Pulau**  
*Persuasive Multimedia Content (PMC) for Social Media Advertising*  
*in Island Homestay*

**Tujuan**  
Tujuan soal selidik ini adalah untuk mendapatkan maklumat mengenai penggunaan media sosial dan mengukur keberkesanan iklan di dalam laman Facebook *Island Homestay*. Kandungan iklan yang terdapat di dalam laman Facebook tersebut berperanan sebagai prototaip. Anda diminta menjawab soalan berpandukan item-item pengukuran yang tertera. Sebelum anda memberi skala ukuran anda, anda perlu mengunjungi laman Facebook *Island Homestay*.  
URL: <https://www.facebook.com/Island-Homestay-1605825499707153/>

**Purpose**  
The purpose of this survey is to gather information on the use of social media and to measure the effectiveness of advertising on *Island Homestay* Facebook page. The ads provided on the Facebook page serves as a prototype. You are asked to answer the questions based on the listed items. Before you give your measurement scale, you have to visit *Island Homestay* Facebook page.  
URL: <https://www.facebook.com/Island-Homestay-1605825499707153/>

Borang soal selidik ini mengandungi bahagian bagi latar belakang responden dan keberkesanan iklan. Setiap bahagian memaparkan item yang berbeza yang perlu sahada ditandakan [✓], dibulatkan (O) atau ditiadakan tempat kosong. Semua data dan maklumat anda yang diperolehi adalah sulit.

*This questionnaire form contains section of respondent's demographic and advertising effectiveness. Each section shows different items that must be either ticked [✓], circled (O) or filled in the blank. All of your data and information gathered is confidential.*

**Pertanyaan atau Kemusykilan/ *Queries or Concerns***

Sesi soal selidik ini merupakan sebahagian daripada tugasan penyelidikan ijazah Kedoktoran bagi tujuan pengumpulan data. Jika terdapat sebarang pertanyaan atau kemusykilan mengenai soal selidik dan kajian ini, anda boleh menghubungi saya.

*This questionnaire is a part of a Doctorate research task for the purpose for collecting data. If there are any queries or concerns about this questionnaire and research, please kindly contact me.*

Nama Penyelidik/ *Researcher's Name* : Muhammad Abdul Malik bin Saedon

No. Telefon/ *Phone No.* : 019-4649093

Emel/ *E-mail* : maliksaedon@hotmail.com

Jabatan/ *Department* : Pusat Pengajian Teknologi Multimedia dan Komunikasi, Universiti Utara Malaysia, 06010 UUM Sintok, Kedah.

*School of Multimedia Technology and Communication, Universiti Utara Malaysia.*

Penyelis Pertama/ *Main Supervisor* : Dr. Sobihatum Nur binti Abdul Sakam

Penyelis Kedua/ *Second Supervisor* : Dr. Nassiriah binti Saari



**Universiti Utara Malaysia**

Arahan: Sila tandakan (✓) di dalam kotak [ ] dan isi tempat kosong yang berkenaan.  
 Instruction: Please tick (✓) in the box [ ] and fill in the blank.

**Bagian A/ Section A**

**Latar Belakang Responden/ Respondent's Demographic**

1. Umur/  
Age
 

<input type="checkbox"/> 18-20 tahun/ years	<input type="checkbox"/> 21-30 tahun/ years
<input type="checkbox"/> 31-40 tahun/ years	<input type="checkbox"/> 41-50 tahun/ years
<input type="checkbox"/> 51-60 tahun/ years	<input type="checkbox"/> 61 tahun dan ke atas/ years and above
2. Jantina/  
Gender
 

<input type="checkbox"/> Lelaki/ Male
<input type="checkbox"/> Perempuan/ Female
3. Warganegara/  
Nationality
 

_____
-------
4. Tahap pendidikan/  
Education level
 

<input type="checkbox"/> Sekolah Rendah/ Primary School
<input type="checkbox"/> Sekolah Menengah/ Secondary School
<input type="checkbox"/> Diploma/ Diploma
<input type="checkbox"/> Ijazah Sarjana Muda/ Bachelor Degree
<input type="checkbox"/> Ijazah Sarjana/ Masters Degree
<input type="checkbox"/> Ijazah Kedoktoran/ Doctorate Degree
5. Pekerjaan hakiki/  
Intrinsic Occupation
 

<input type="checkbox"/> Pelajar/ Student
<input type="checkbox"/> Pekerja Sektor Awam/ Government employee
<input type="checkbox"/> Pekerja Sektor Swasta/ Private employee
<input type="checkbox"/> Peniaga atau bekerja sendiri/ Entrepreneur
<input type="checkbox"/> Suri rumah/ Housewife
<input type="checkbox"/> Lain-lain/ Others: _____
6. Adakah anda menggunakan laman rangkaian sosial?  
Do you use social networking sites?
 

<input type="checkbox"/> Ya/ Yes
<input type="checkbox"/> Tidak/ No
7. Jika Ya, manakah laman rangkaian sosial yang anda guna?  
If Yes, which social networking site/sites do you use?
 

<input type="checkbox"/> Facebook
<input type="checkbox"/> Flickr
<input type="checkbox"/> Google+
<input type="checkbox"/> Instagram
<input type="checkbox"/> LinkedIn
<input type="checkbox"/> Pinterest
<input type="checkbox"/> Skype
<input type="checkbox"/> Telegram
<input type="checkbox"/> Tumblr
<input type="checkbox"/> Twitter
<input type="checkbox"/> WeChat
<input type="checkbox"/> WhatsApp
<input type="checkbox"/> YouTube
<input type="checkbox"/> Lain-lain/ Others: _____
8. No. Telefon ATAU E-mail : \_\_\_\_\_  
Phone No. OR E-mail

Muka surat seterusnya/ Next page ➡

**Arahan:** Sila bulatkan (O) pada skala pilihan anda  
 1-Sangat Tidak Setuju | 2-Tidak Setuju | 3-Neutral | 4-Setuju | 5-Sangat Setuju  
**Instruction:** Please circle (O) on the scale of your choice  
 1-Strongly Disagree | 2-Disagree | 3-Neutral | 4-Agree | 5-Strongly Agree

**Bahagian B / Section B**  
**Sikap Terhadap Jenama yang Diiklankan / Attitude Towards Advertised Brand**

1. Selepas melihat iklan di laman <i>Island Homestay</i> , saya menyukai homestay pulau. <i>After viewing ads on Island Homestay page, I like island homestay.</i>	1	2	3	4	5
2. Selepas melihat iklan di laman <i>Island Homestay</i> , saya membina kecenderungan untuk homestay pulau. <i>After viewing ads on Island Homestay page, I develop preference for island homestay.</i>	1	2	3	4	5
3. Selepas melihat iklan di laman <i>Island Homestay</i> , tanggapan saya ke atas homestay pulau bertambah kuat. <i>After viewing ads on Island Homestay page, my impression for island homestay is strengthened.</i>	1	2	3	4	5

**Bahagian C / Section C**  
**Kesan Kandungan Iklan dan Multimedia Pemujukan/ Advertisement Content Effect and Persuasive Multimedia**

1. Teks dan ayat adalah pendek dan ringkas. <i>The text and sentences are short and simple.</i>	1	2	3	4	5
2. Teks dan ayat tidak mengandungi istilah yang kabur. <i>The text and sentences do not contain ambiguous term.</i>	1	2	3	4	5
3. Teks dan ayat tidak mengandungi elemen gosip atau beremosi. <i>The text and sentences do not contain element of gossip or emotional.</i>	1	2	3	4	5
4. Gambar adalah cantik, jelas dan kontras tinggi. <i>The photos are beautiful, clear and high contrast.</i>	1	2	3	4	5
5. Gambar mengandungi pelakon/model. <i>The photos contain actor/model.</i>	1	2	3	4	5
6. Video iklan adalah mengagumkan dan menakjubkan. <i>The ad video is amazing and wonderful.</i>	1	2	3	4	5
7. Kandungan iklan adalah menghiburkan dan kelakar. <i>The ad contents are entertaining and humorous.</i>	1	2	3	4	5
8. Kandungan iklan adalah berkualiti. <i>The ad contents are quality.</i>	1	2	3	4	5
9. Kandungan iklan adalah bermaklumat dan mendidik. <i>The ad contents are informative and educative.</i>	1	2	3	4	5
10. Mesej iklan adalah menyakinkan dan mudah difahami/mudah dicerna. <i>Advertising messages are convincing and easy to understand/easy to digest.</i>	1	2	3	4	5



**Bahagian D / Section D****Kesedaran bagi Niat Penjualan / Awareness of Persuasive Intent**

1. Kandungan iklan cuba untuk mempromosi homestay pulau kepada saya. <i>The ad contents intend to promote island homestay to me.</i>	1	2	3	4	5
2. Kandungan iklan ialah iklan komersial yang memasarkan homestay pulau. <i>The ad contents are commercial advertisement that markets island homestay.</i>	1	2	3	4	5
3. Kandungan iklan dihasilkan untuk tujuan niat komersial. <i>The ad contents are created for the purpose of commercial intent.</i>	1	2	3	4	5
4. Iklan komersial menarik minat saya untuk menempah homestay pulau. <i>The commercial ad interests me for booking island homestay.</i>	1	2	3	4	5
5. Saya suka untuk mencadangkan homestay pulau kepada kawan-kawan saya. <i>I would like to recommend island homestay to my friends.</i>	1	2	3	4	5

Arahan: Sila bulatkan (O) pada nombor bagi skala pilihan anda.

Instruction: Please circle (O) on the scale of your choice.

**Bahagian E / Section E****Sikap Terhadap Iklan / Attitude Towards Advertisement**

1. Iklan-iklan di laman Facebook *Island Homestay* yang saya lihat dan terima adalah:  
*The advertisements (ads) on Island Homestay Facebook page that I saw and received were:*

Membosankan / Boring	1	2	3	4	5	Menghiburkan / Entertaining
Tidak berinformasi / Uninformative	1	2	3	4	5	Berinformasi / Informative
Tidak berguna / Useless	1	2	3	4	5	Berguna / Useful
Tidak menarik / Uninteresting	1	2	3	4	5	Menarik / Interesting
Tidak boleh dipercayai / Not credible	1	2	3	4	5	Boleh dipercayai / Credible

**Bahagian F / Section F****Niat Pembelian / Purchase Intention**

1. Selepas melihat iklan di laman <i>Island Homestay</i> , saya mahu merasai untuk tinggal di homestay pulau. <i>After viewing the ads on Island Homestay page, I would like to experience in island homestay.</i>	1	2	3	4	5
2. Selepas melihat iklan di laman <i>Island Homestay</i> , saya menjadi tertarik dalam membuat tempahan untuk tinggal di homestay pulau. <i>After viewing the ads on Island Homestay page, I am interested in making reservation to stay in island homestay.</i>	1	2	3	4	5
3. Selepas melihat iklan di laman <i>Island Homestay</i> , suatu hari nanti saya akan tinggal di homestay pulau yang diiklankan. <i>After viewing the ads on Island Homestay page, one day I will stay in the island homestay that is being advertised.</i>	1	2	3	4	5

Muka surat seterusnya/ Next page ➡

**Soalan Am / General Question**

**Arahan:** Sila tandakan (✓) di dalam kotak [ ] untuk jawapan pilihan anda.

**Instruction:** Please tick (✓) in the box [ ] for your chosen answer.

1. Jenis kandungan iklan yang saya gemar di media sosial (anda boleh pilih lebih daripada satu jawapan)  
*The type of ad content that I like on social media page (you can choose more than one answer)*  
[ ] Gamber/ Photo  
[ ] Gamber beserta teks/ Photo with text  
[ ] Gamber beserta video dan audio (bunyi)/ Photo with video and audio (sound)  
[ ] Gamber beserta video (tiada audio)/ Photo with video (no audio)  
[ ] Gamber beserta video (tiada audio) dan teks/ Photo with video (no audio) and text  
[ ] Gamber beserta audio (sound)/ Photo with audio (sound)  
[ ] Gamber beserta teks and audio (bunyi)/ Photo with text and audio (sound)  
[ ] Gamber beserta teks, audio (bunyi) dan video/ Photo with text, audio (sound) and video  
[ ] Teks dan ayat/ Text and sentence  
[ ] Teks dan ayat beserta audio (bunyi)/ Text and sentence with audio (sound)  
[ ] Teks dan ayat beserta video (tiada audio)/ Text and sentence with video (no audio)  
[ ] Teks dan ayat beserta audio (bunyi) dan video/ Text and sentence with audio (sound) and video  
[ ] Video beserta audio (bunyi)/ Video with audio (sound)  
[ ] Video tanpa audio (bunyi)/ Video without audio (sound)  
[ ] Audio (Bunyi) tanpa video/ Audio (Sound) without video  
[ ] Animasi/ Animation
2. Adakah anda bersetuju bahawa kandungan multimedia seperti teks, gambar, video dan bunyi adalah penting untuk menarik perhatian pengguna media sosial?  
*Do you agree that multimedia content such as text, picture, video and sound are important to attract social media users' attention?*  
[ ] Ya/ Yes  
[ ] Tidak/ No
3. Adakah anda fikir elemen-elemen seperti penggunaan bahasa yang mudah, warna gambar yang terang dan video yang kelakar membolehkan iklan menjadi semakin memujuk?  
*Do you think the elements such as the use of simple language, high contrast photo and humorous video make ads more persuasive?*  
[ ] Ya/ Yes  
[ ] Tidak/ No
4. Mesej iklan di laman Facebook *Island Homestay* mengandungi fakta yang menarik dan istimewa.  
*The ad messages on Island Homestay Facebook page contain interesting and remarkable facts.*  
[ ] Ya/ Yes  
[ ] Tidak/ No
5. Selepas melihat iklan-iklan di laman Facebook *Island Homestay*, saya memahami konsep homestay yang sebenar.  
*After seeing the ads on Island Homestay Facebook page, I understand the true concept of homestay.*  
[ ] Ya/ Yes  
[ ] Tidak/ No

**Tamat/ The End**

**Terima kasih di atas kerjasama anda / Thank you for your cooperation**



## Appendix J

### Appendix J: Questionnaire Form (Online by Google Forms)

# RESEARCH ON PERSUASIVE MULTIMEDIA CONTENT (PMC) FOR SOCIAL MEDIA ADVERTISING IN ISLAND HOMESTAY

Dear all,

The purpose of this survey is to gather information on the use of social media and to measure the effectiveness of advertising on Island Homestay Facebook page. The ads provided on the Facebook page serves as a prototype. You are asked to answer the questions based on the listed items. Before you give your measurement scale, you have to visit this Island Homestay Facebook page at <https://www.facebook.com/Island-Homestay-1605825499707153/>

Please complete the questionnaire. Your response is greatly appreciated, thank you.

Sincerely,

Muhammad Abdul Malik bin Saedon  
Researcher of the Research  
School of Multimedia Technology and Communication (SMMTC)  
Universiti Utara Malaysia  
06010 UUM Sintok  
Kedah

Universiti Utara Malaysia

## Section A - Respondent's Demographic

1. Age

- ☐ 10-20 years
- ☐ 21-30 years
- ☐ 31-40 years
- ☐ 41-50 years
- ☐ 51-60 years
- ☐ 61 years and above

2. Gender

- ☐ Male
- ☐ Female

3. Nationality



4. Education Level

- ☐ Primary School
- ☐ Secondary School
- ☐ Diploma
- ☐ Bachelor Degree
- ☐ Masters Degree
- ☐ Doctorate Degree

5. Occupation

- ☐ Student
- ☐ Government employee
- ☐ Private employee
- ☐ Entrepreneur
- ☐ Housewife
- ☐ Other: \_\_\_\_\_

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6. Do you use social networking sites?

☐ Yes

☐ No

7. If Yes, which social networking sites/sites do you use?

☐ Facebook

☐ Flickr

☐ Google+

☐ Instagram

☐ LinkedIn

☐ Pinterest

☐ Skype

☐ Telegram

☒ Tumblr

☐ Twitter

☐ WeChat

☐ WhatsApp

☐ YouTube

☐ Other: \_\_\_\_\_

8. Phone no. or Email

(Optional)



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Instruction: Please rate the relevant scale of your choice accordingly 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

### Section B - Attitude Towards Advertised Brand

1. After viewing ads on Island Homestay page, I like island homestay.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. After viewing ads on Island Homestay page, I develop preference for island homestay.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. After viewing ads on Island Homestay page, my impression for island homestay is strengthened.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree



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### Section C - Advertisement Content Effect and Persuasive Multimedia

1. The text and sentences are short and simple.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. The text and sentences do not contain ambiguous term.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. The text and sentences do not contain element of gossip, innuendo or emotional.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. The photos are beautiful, clear and high contrast.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5. The photos contain actor/model.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

6. The ad video is amazing and wonderful.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7. The ad contents are entertaining and humorous.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

8. The ad contents are quality.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

9. The ad contents are informative and educative.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

10. Advertising messages are convincing and easy to understand/ easy to digest.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

### Section D - Awareness of Persuasive Intent

1. The ad contents intend to promote island homestay to me.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. The ad contents are commercial advertisement that markets island homestay.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. The ad contents are created for the purpose of commercial intent.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. The commercial ad interests me for booking island homestay.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5. I would like to recommend island homestay to my friends.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Instruction: Please rate on the semantic differential scale of your choice

### Section E - Attitude Towards Advertisement

1. The advertisements (ads) on Island Homestay Facebook page that I saw and received were:

	1	2	3	4	5	
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Entertaining

	1	2	3	4	5	
Uninformative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Informative

	1	2	3	4	5	
Useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Useful

	1	2	3	4	5	
Uninteresting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting

	1	2	3	4	5	
Not credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Credible



Instruction: Please rate the relevant scale of your choice accordingly 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

### Section F - Purchase Intention

1. After viewing the ads on Island Homestay page, I would like to experience in island homestay.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. After viewing the ads on Island Homestay page, I am interested in making reservation to stay in island homestay.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. After viewing the ads on Island Homestay page, I will stay in the island homestay that is being advertised.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree



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### General Question

1. The type of ad content that I like on social media page (you can choose more than one answer)

- ☐ Photo
- ☐ Photo with text
- ☐ Photo with video and audio (sound)
- ☐ Photo with video (no audio)
- ☐ Photo with video (no audio) and text
- ☐ Photo with audio (sound)
- ☐ Photo with text and audio (sound)
- ☐ Photo with text, audio (sound) and video
- ☐ Text and sentence
- ☐ Text and sentence with audio (sound)
- ☐ Text and sentence with video (no audio)
- ☐ Text and sentence with audio (sound) and video
- ☐ Video with audio (sound)
- ☐ Video without audio (sound)
- ☐ Audio (sound) without video
- ☐ Animation

2. Do you agree that multimedia content such as text, picture, video and sound are important to attract social media users' attention?

☐ Yes

☐ No

3. Do you think the elements such as the use of simple language, high contrast photo and humorous video make ads more persuasive?

☐ Yes

☐ No

4. The ad messages on Island Homestay Facebook page contain interesting and remarkable facts

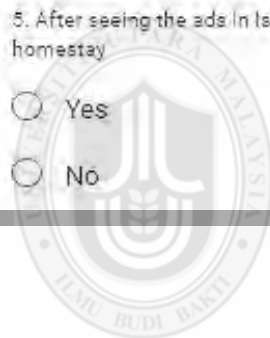
☐ Yes

☐ No

5. After seeing the ads in Island Homestay Facebook page, I understand the true concept of homestay

☐ Yes

☐ No



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## Appendix K

### Appendix K: Reliability Test for Item 'Attitude towards Advertised Brand (AB)'

**Reliability Statistics**

Cronbach's Alpha	N of Items
.888	3

**Item Statistics**

	Mean	Std. Deviation	N
AB1	3.60	.842	57
AB2	3.53	.868	57
AB3	3.68	1.003	57

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AB1	7.21	3.026	.790	.837
AB2	7.28	3.027	.752	.867
AB3	7.12	2.467	.819	.814

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
10.81	6.051	2.460	3

## Appendix L

### Appendix L: Reliability Test for Item ‘Advertisement Content Effect and Persuasive Multimedia (Ad)’

**Reliability Statistics**

Cronbach's Alpha	N of Items
.824	10

**Item Statistics**

	Mean	Std. Deviation	N
Ad1	3.88	.734	57
Ad2	3.68	.848	57
Ad3	3.75	.851	57
Ad4	3.95	.934	57
Ad5	3.30	.963	57
Ad6	3.68	.929	57
Ad7	3.63	.837	57
Ad8	3.70	.755	57
Ad9	3.84	.649	57
Ad10	3.86	.743	57

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ad1	33.40	22.066	.590	.801
Ad2	33.60	22.852	.382	.821
Ad3	33.53	23.647	.278	.832
Ad4	33.33	20.655	.606	.797
Ad5	33.98	21.732	.447	.816
Ad6	33.60	21.281	.528	.806
Ad7	33.65	21.768	.538	.805
Ad8	33.58	21.927	.590	.801
Ad9	33.44	22.465	.615	.801
Ad10	33.42	21.855	.614	.799

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
37.28	26.670	5.164	10

## Appendix M

### Appendix M: Reliability Test for Item 'Awareness of Persuasive Intent (AP)'

**Reliability Statistics**

Cronbach's Alpha	N of Items
.773	5

**Item Statistics**

	Mean	Std. Deviation	N
AP1	3.79	.750	57
AP2	3.79	.647	57
AP3	3.75	.872	57
AP4	3.61	.921	57
AP5	3.72	.921	57

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AP1	14.88	6.645	.467	.756
AP2	14.88	6.467	.646	.711
AP3	14.91	6.189	.476	.756
AP4	15.05	5.444	.633	.699
AP5	14.95	5.729	.552	.731

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
18.67	9.012	3.002	5

## Appendix N

### Appendix N: Reliability Test for Item 'Attitude towards Advertisement (AA)'

#### Reliability Statistics

Cronbach's Alpha	N of Items
.803	5

#### Item Statistics

	Mean	Std. Deviation	N
AA1	3.61	.796	57
AA2	3.70	.844	57
AA3	3.84	.841	57
AA4	3.70	.801	57
AA5	3.84	.751	57

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AA1	15.09	6.153	.587	.764
AA2	15.00	5.929	.599	.761
AA3	14.86	5.944	.599	.761
AA4	15.00	6.107	.595	.762
AA5	14.86	6.444	.550	.776

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.70	9.106	3.018	5

## Appendix O

### Appendix O: Reliability Test for Item 'Purchase Intention (PI)'

**Reliability Statistics**

Cronbach's Alpha	N of Items
.754	3

**Item Statistics**

	Mean	Std. Deviation	N
PI1	3.75	.851	57
PI2	3.58	.823	57
PI3	3.68	.967	57

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1	7.26	2.269	.664	.580
PI2	7.44	2.429	.620	.635
PI3	7.33	2.333	.484	.799

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
11.02	4.696	2.167	3